ABSTRACT OF THE DISCLOSURE

[54] In order to make consumer preference item recommendations, a database is created from consumer preference tests in which a large number of respondents comparatively rate a large number of items based on personal preference. The database contains calculated distances between each pair of items based on the respondent preference ratings. A profile procedure based on inputs from a single customer generates profile sample items that the customer prefers. These profile sample items are then applied as inputs to the database and items in the database within a predetermined distance from the profile sample items are recommended to the customer.